



Travel Wisconsin's Meetings Marketing



Who
We are

100+ Combined Years of Industry Experience





TRENDS FOR THE MEETINGS INDUSTRY





Cvent / Northstar Booking Data

- Most planners focused on booking new events
- Planners “Not Focused on Live Events” Falls to Lowest Level Since Pandemic
- Nearly 80% will host live event in next 6 months
- Intent to Pivot to Virtual/Hybrid Alternatives Declines
- Planners utilize health practices when they see cases spike instead of cancelling
- Concerns for costs, rates, and contract terms continue to grow, but planners are less and less concerned for their budgets over time
- Top Priorities: Safety and Business Viability



Today's Planner's Needs as a Result of COVID-19

Top concerns: business travel restrictions & changing policies, reduced budgets & reduced demand.

Needs:

Assistance in helping with the development of hybrid meeting solutions

Continue to connect with buyers on social media & at industry events

Continue to market the destination for future events with full transparency on where your destination is right now

Health and safety information is expected






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Key Group Trends Are:



- Constant Change
- Sustainability
- Collaboration
- Diversity Equity & Inclusion



“Motorcycles don’t go in reverse — in other words, we need to operate in forward mode only. If you’re really working at trying to go back to the way things were before COVID,” he said, “you’re doing yourself an injustice, regardless of whether you’re a meeting planner or you’re running a hotel or a catering business.”

Daniel Burrus

New York Times bestselling author and technology futurist

- Associations & sports groups are leading the way for group business due to financial needs
- Corporate liability factors mean corporate meetings are slower to return
- Incentive travel will remain domestic until it is considered safe to send people overseas
- Diversity & inclusivity is important to planners and decision makers
- Sustainability is important to meetings & how they move forward
- Corporations have saved \$\$\$ not sending their teams on the road – will evaluate travel spend differently moving forward
- Planners budget limitations keep them from innovating





American Express Global Business Travel Report

There'll be fewer transatlantic flights for routine meetings, but more team-building exercises.

What AmEx predicts **is a re-envisioning of business travel that prioritizes experiential meetings**—in-person bonding opportunities for scattered remote workers and trips that feel more like work perks than obligations.

There's precedent for a strong rebound.



Will Urban/Big City Destinations Be More Attractive Now?

27% of Planners Agree

Will Mid- Sized Destinations Be More Attractive Now?

53.9% of Planners Agree

Will Small Town/Rural Destinations Be More Attractive Now?

35% of Planners Agree

Will Beach/Resort Destinations Be More Attractive Now?

63% of Planners Agree

Will Mountain Destinations Be More Attractive Now?

41.9% of Planners Agree

**The Cvb & The Future Of The Meetings Industry Study, Winter 2021, Destination Analysts*



Social Media for Planners - Not Just LinkedIn

It's clear that LinkedIn alone is insufficient. Younger professionals are increasingly looking to other platforms, such as Instagram, for inspiration and connections, and planner-supplier relationships can blossom there as they once did on LinkedIn. It's clear that having a robust presence across multiple platforms and a dedicated blog to dive deeper into meeting offerings is ideal.

Winning Strategies in Destination Marketing - DCI
January 2022





Attendance Building

Top Areas Planners Expect to Decrease Over Next Three Years:

1. Attendance Figures at Live Meetings - **46.5%**
2. Cancellation of Meetings Due to the Pandemic - **41.7%**
3. Attendee Pickup of the Room Block Expected - **39.7%**
4. The Number / Volume of Live Meetings Held Annually - **37.3%**

Top Areas Planners Expect to Increase Over Next Three Years:

1. The Number / Volume of Live Meetings Held Annually - **60.7%**
2. Incentives Offered by Destinations to Hold Your Meetings There - **60.7%**
3. Impact of Local Politics on Destination Selection - **54.7%**
4. Importance of Destination Safety Certification (GBAC) - **52.3%**

Down the list - 35.9% feel attendance figures for live events will increase



Trend: **Sustainability**

Planners also anticipate a shift towards sustainability practices and in a similar vein, a greater emphasis on supporting the health and wellness of attendees by offering plant-based/immune-boosting menus.

THE CVB & THE FUTURE OF THE MEETINGS INDUSTRY STUDY, WINTER 2021



Trend: **Collaboration**

Covid sparked opportunities for collaboration among industry organizations, destinations, and events.

Example:

California Destinations Hosted Brunch during PCMA Convening Leaders

Business Industry Events Week in DC

States Marketing for M&C - Wisconsin, California, North Carolina Among Others



TRAVEL WISCONSIN'S GROUP MARKETING PROGRAM





Wisconsin - Where the unexpected is ready to be discovered.

Your state has heart. Our agency extends the story. Together, we attract potential group planners by ensuring that they know their experience in Wisconsin will resonate.

Not only does Wisconsin have what travelers want, it has what meeting planners, sports organizers and attendees want. At Digital Edge, we know our job would be to make sure they know they can find it in Wisconsin.

Digital Edge will work to help the state build awareness among meeting planners, sports organizers & showcase that the state has opportunities for groups to find the unexpected!

Our Goals for the Meetings Marketing

1. Create awareness for the State of Wisconsin as a viable option for meetings and sporting events
2. Build knowledge of Wisconsin group offerings among key audiences
3. Create an integrated approach across digital media, the meetings website, social media channels, trade media, and trade show presence
4. Develop a strategic approach that builds on success year after year



Creative Development

Campaign To:

1. Differentiate Wisconsin
2. Drive awareness
3. Target specific planners
4. Play off your branding working in harmony with Hiebing





Digital Media Approach



Digital Edge will take an integrated media approach to your marketing:

- Using a mix of display advertising via the world's largest and most efficient advertising networks
- Retargeting campaign landing page traffic & meetings website visitors
- Geofencing for major trade shows where Travel Wisconsin would like an increased presence
- Social media distribution campaigns via LinkedIn and Facebook

Targeting focused on the primary geographic markets with the highest opportunity for ROI, media placements will offer the greatest targeted and cost-efficient reach.

Trade Show Marketing

Create an enhanced presence via integrated marketing for Wisconsin at the key shows where significant investment is being made.

- Connect Marketplace
- ASAE Annual Meeting
- IMEX America
- Northstar's Destination Midwest in Madison
- NASC
- Holiday Showcase



Content Marketing Approach

Strategy-backed Content Marketing in Harmony with a destination's Sales and Marketing Efforts

The goal of the content will be to motivate a planner to learn more about each of the region's/cities meeting product offerings.



Social Media Distribution

Social media marketing gives you Wisconsin the opportunity to communicate at a deeper level than a brand campaign can, communicate more often, allow content planners to specific pages of content that can be shared from





digitaledge

Destination Marketing Done Well.
Meetings Marketing Off The Charts.

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